

Lansburgh & Bro.

420 to 426 7th Street.

417 to 425 8th St.

Sale of New Fall Dress Goods.

We Carry the Largest and Most Complete Dress Goods Department in Washington, Excepting Nobody. Prices Always the Lowest, Qualities the Best.

Nobby Fall Mixtures, 49c.
Fifty new styles Modish Mixtures, counterparts of the more expensive fabrics. Special, per yard.

\$1 Cream Voile, 79c.
For tomorrow only, ten pieces Cream Voile, 44 inches wide; all French, \$1.00 value; yard.

42-inch Nun's Veiling, 39c.
25 pieces ALL-WOOL Nun's Veiling and Batiste. Color shades: Light Blue, Green, Alice Blue, Navy, Brown, Tan, etc. First quality. No restrictions—buy as much as you demand call for. At, yd.

French Venetians, \$1.33.
52-inch fine twilled satin Venetian Cloth, in every wanted shade and black. \$1.50 value. Special.

All-wool Venetians, 75c.
52-inch All-wool Venetian and Mixed Coverts. Large variety of shades and black. Instead of 88c. Special.

39c. Challies, Yard, 18c.
One case all new Challies; satin stripes; all navy blue, with white dots. Nice for Kimonos, Tea Jackets, Dressing Sacques, etc. At, per yd.

Pretty New Plaids, 69c.
Plaids are to be very popular this autumn and winter. Here's a fine assortment of Imported Plaids, really worth 85c., for, per yard.

Imported Broadcloth, \$1.69.
52-inch Imported Broadcloth; permanent finish; all new shades: blue and black effects. \$2.00 value. Special.

\$1.00 Cream Plaid Dress, 79c.
For tomorrow only, five pieces fashionable All-wool Cream Plaid, 42 inches wide; \$1.00 value, yard.

Invisible Plaids, 75c.
56-inch Invisible Plaids in grays, oxford, and browns, with over-plaids and stripes; 88c. value. Special.

New Black Serge.
Navy Blue Serge, with small self-block effect, very stylish, and a splendid fabric for separate skirts. For tomorrow, yard.

Cream Wool Taffeta, 25c.
For tomorrow only, one case Half-wool 36-inch Washable Taffeta; perfect cream. Per yard.

All-wool Broadcloth Checks, 98c.
Lustrous-finished, All-wool Checked Broadcloth; red, green, gray, blue and black effects. \$1.25 value. Special.

Broadcloth, 98c.
All-wool Broadcloth; 52 inches wide; 50 different shades to select from, including black. Special.

All-wool Black Goods, 50c.
All-wool Black Henrietta, Batiste, Granite, Cheviot, Storm and Imperial Serge and other fabrics; 28 to 44 inches wide. Special.

Giddings & Steele,
Floor Coverings Exclusively,
813 Pennsylvania Ave.

Carpets and Rugs.

Values that can't be duplicated.

WE'VE made a study of floor coverings and floor covering values. We know where the best goods are made and we know how to buy them to best advantage. That accounts for this exclusive store's superior stock and for the exceptional values we are offering.

The choicest quality carpets and rugs in the newest and prettiest patterns are priced in this attractive way:

Carpets.
75c. Brussels.....59c.
\$1.25 Velvets.....98c.
\$1.35 Axminsters.....92 1/2c.

Smyrna Rugs.
Reg. Price. Special.
9 ft. x 12 ft. \$20.00 \$15.50
12 ft. x 15 ft. \$45.00 \$34.50
12 ft. x 20 ft. \$110.00 \$82.50
6 ft. x 9 ft. \$12.50 \$9.25

Brussels Rugs.
Reg. Price. Special.
9 ft. x 12 ft. \$14.00 \$10.50
8 ft. x 10 ft. \$10.00 \$7.50
6 ft. x 9 ft. \$8.00 \$6.25

Axminster Rugs.
Reg. Price. Special.
9 ft. x 12 ft. \$30.00 \$22.50

Giddings & Steele,

Floor Coverings Exclusively,
813 Pa. Ave.

BEAUTY Science and Art



Mme. YALE

The Modern Venus, Juno, Hebe, Diana and Minerva Combined, Will

LECTURE ON Beauty Culture

AT THE New National Theater
Thursday, November 1, 2:30 p.m.
All Women Invited.

Unique Features.

The novel feature of a beautiful woman lecturing on beauty is the promise for Mrs. Yale's Beauty Culture Lecture, to be given at the New National Theater on Thursday, November 1, at 2:30 p.m. As the creator of the "Vale Walk" and the leader of this science Mrs. Yale has become the most popular woman among women today.

Mme. Yale's Lecture will consist of four parts. Two acts will be devoted to physical culture, the other two to beauty culture. Exercises for developing, reducing and rejuvenating the figure will be scientific features of this great woman's entertainment.

Mme. Yale's Costumes will be creations of Parisian art and worn with such charming grace that their beauty will be doubly enhanced.

Immortal Fame Won. Mme. Yale being the creator of the "Vale Walk" as a scientific branch of education, also the discoverer of "Skin Food" and the originator of the "Vale Walk" that give to all women exquisite style and grace.

MME. YALE. When Mme. Yale makes her appearance on the stage of the New National Theater she will present a picture of perfect womanhood and youthfulness. Her figure, her face, her hair, her eyes, her voice, her bearing, her note books and opera glasses, for the "Vale Walk" is a science, and she has nothing else but make herself and other women beautiful.

TICKETS FREE. Complimentary tickets for Mme. Yale's Beauty Culture Lecture are all returned to the Ticket Dept. of S. Kama, Sons & Co. A ticket good for a lecture is given with every purchase of any of Mme. Yale's Remedies, Cellulose Cream, Skin Food, or any of her exclusive articles in Washington for sale of Mme. Yale's celebrated preparations. All \$1.00 articles are 85c., 50c. articles are 45c., 25c. articles are 15c.

Satisfied With Their Business. There are thousands of dealers in the shopping district of London whose sales average \$100,000 a year, and do not care to enlarge their trade because it would require a corresponding enlargement of their capital and capacity. There are hundreds of thousands of smaller shops scattered all over the city which supply their neighborhoods. The streets are lined with them on both sides. If you will ride about London on the top of a bus you can see how the retail trade is divided and scattered in that way.

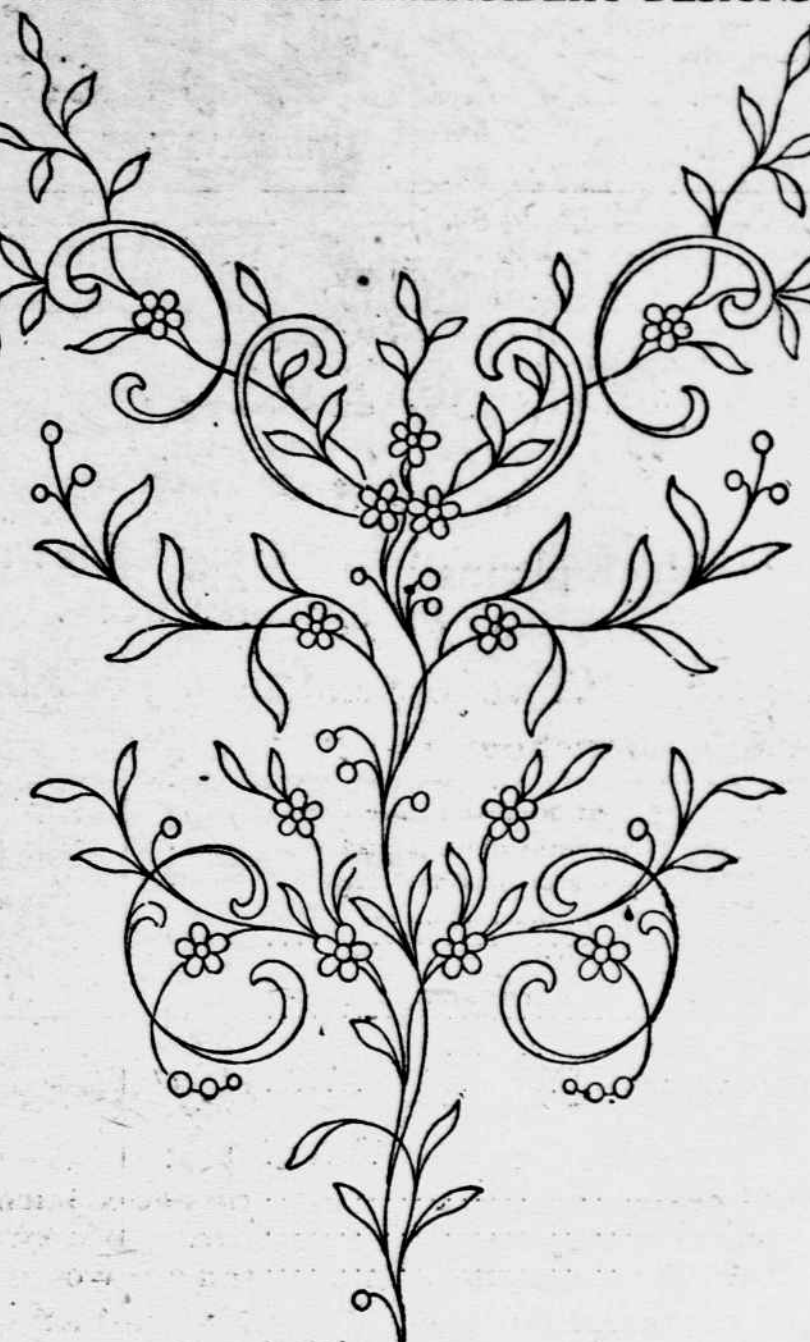
Nearly all the larger establishments have passed into the hands of investors who may or may not have any knowledge of the business, but undertake to conduct it on general principles through salaried agents and active managers.

Special at the A. & P. Stores.
Iowa, Peas, Special, per 7 1/2c.
Red Alaska.....10c.
Full Cream Cheese.....13c.
Congregational Coffee, 35c. lb.
Tea-Nectar Tea, 60c. lb.

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TRANSFERABLE EMBROIDERY DESIGNS



No. 1—Shirtwaist Front

This cut is a small reproduction of an embroidery pattern 10x15 inches. On receipt of 10 cents The Star will send the large design by mail to any address. The pattern may be transferred to any material for embroidering by simply following the directions given below.

The cuffs and collar to match will appear next week. Everything shown on the miniature cuts as we print them will appear on the large sheet.

When you have sent to this office 10 cents and have received the full-size working pattern noted above, follow these directions:

Lay material on which transfer is to be made on hard, smooth surface. Sponge material with damp cloth. Material should be damp, not too wet. Lay pattern face down on material and press firmly, rubbing from you with crumpled handkerchief in hand.

Transfer will be sufficiently plain in a few seconds. Don't let the pattern slip. Each pattern good for several transfers.

Establishments are carried on and the conservative methods which prevail in them. It is not an isolated or exceptional instance, but a feature of nearly all the great mercantile houses of London. This particular store is owned by a corporation and the stock is widely scattered. The directors, who represent the shareholders, are bankers, capitalists, solicitors and business agents who are in the habit of looking after investments, but have never had any experience in the "dry goods" business. Nevertheless, they hold board meetings every week to receive the reports of the manager and his assistants, who are practical dry goods men. Then, having heard the reports, they act according to their own judgment. As a rule, however, they accept the manager's recommendations, they do not permit the manager to act on the initiative or do anything whatever out of the ordinary routine without consulting them. One day not long ago the manager of this particular store asked for a second telephone as absolutely necessary for the business, and he submitted an estimate showing that it would cost \$50 a year. After discussing the subject an entire afternoon the board of directors decided to purchase a second telephone.

There is comparatively little change in the methods of doing business nowadays from those of half a century ago. Most of the largest and oldest establishments now, still advertise them as a novelty. But in one of the most progressive department stores in town the other day we were told that the elevator did not start until 1 o'clock.

The retail merchants do very little newspaper advertising in London. Only one or two of the big establishments ever advertise at all. One of the largest stores in London, I was told the other day, has not had a newspaper advertisement since last spring. In the summer months they do not try to sell goods, and even in the winter the merchants do not advertise. They are content to let their goods sell themselves, and they give the extraordinary excuse that it would increase their business so largely that they couldn't handle it.

A solicitor who undertakes to canvass a street in the retail quarter will be told by almost every one that he is a nuisance. The latter does not care to advertise because he does not wish to increase his business, but he is forced to do so by the law. If he worked up new trade he would have to get new prices, increase his capital and hire more men, and it would not pay to do it.

The system of collections is also extraordinary. Nearly all the established merchants have hereditary patrons—families that have dealt with them generation after generation. The merchants are not paid on credit. Bills are rendered only once a year. If they were sent often without explanation it would be considered an insult. Sometimes they are not paid then. It is a common thing for merchants to trust men of property an entire lifetime and then settle with the executor of the estate. They know the account is good, and that they will get their money eventually, and they make their charges accordingly. People who pay on credit in England must expect to pay very much higher prices than those who pay in cash. Whenever you buy a bill of goods that amounts to anything and other money in payment the clerk will hand you a receipt showing a discount "for cash" of 5, 7 or even 10 per cent.

Site for a Big Store Obtained. These conditions make London a peculiar city to trade in and invite a modern and progressive establishment. Hence Mr. Selfridge decided last June that he would come here. He organized a company with a paid up capital of \$2,000,000. He secured a site at the west end of Oxford street, in the heart of the most fashionable shopping section of the city, with an area of 50,000 square feet. A portion of the land was purchased outright. The remainder was leased, some of it for 100 years; and in other cases existing leases were purchased. Mr. Selfridge says that the prices of real estate are very low in London compared with those in Chicago and New York. But that is largely due to the fact that city real estate is seldom sold. It is usually leased on long time.

Having secured the site Mr. Selfridge sent to Chicago for Ernest R. Graham of Burnham & Co., the architects, to come over and make the plans. Before undertaking that work, Mr. Graham visited the principal commercial cities of Europe to pick up new ideas. He didn't get many. The plans are now practically completed, and Mr. Selfridge and his partners are studying them. In the meantime a contract has been entered into with the Warling White Building Company to erect a seven-story structure of stone and steel, which is unusually high for London, where most of the buildings in the shopping district are only four or five stories. The work of tearing down the ancient structures that now occupy the site is going on, and Mr. Selfridge is confident that the new store can

ENGLISH MAP MAKERS COMING.

Visit to Be Made by Officers of the British Ordnance Survey.

About the end of this month the geological survey will have the pleasure of welcoming some distinguished army officers who are coming over to study the map making system of the United States. They are Maj. C. F. Close and Capt. P. H. of the topographic division of the British Ordnance Survey. The British Ordnance Survey about corresponds to the topographic division of the United States geological survey, and is conceded to be one of the finest organizations of its sort in the world. It makes the official maps of the British Empire, and does the geological survey of the United Kingdom, and there is a third and even larger map, twenty-five inches to the mile, covering the large cities.

The survey is always kept on every improvement in map-making work, however, and the two officers coming over are going to see what this government has been doing in map compilation and map engraving. There is one small detail, for instance, in the work of the United States geological survey in being followed by one of the great powers. That is in printing maps in three colors, brown for the contours, blue for the rivers and black for the roads and towns. These maps are a good deal easier to read than the one-color maps still issued by the Ordnance Survey. The plans are now being adopted by the French, Swiss and German governments.

The visit of the English officers was arranged by the foreign office and the State Department. When the army officers come they will be entertained by the Army and Navy Club, and will be turned over to the War Department, which will have charge of the tour. The officers will be accompanied by the Ordnance Survey, and will be followed by the Ordnance Survey, and will be followed by the Ordnance Survey.

Dr. J. M. McBryde, president of the Virginia Polytechnic Institute at Blacksburg, Va., has been informed of his appointment on the college foundation, which means that he is to be given an opportunity to retire from active educational work and to receive a liberal pension for the remainder of his life, which pension will devolve to his wife for her life.

SIMPLE CATARRH REMEDY.

Take a Hyomei Treatment Four Times a Day and be Cured.

Hyomei has performed almost miraculous cures and is today recognized by leading members of the medical profession as the only advertised remedy for this disease that can be relied upon to do just what it claims.

Until recently your physician would have said the only way to cure catarrh would be to have a change of climate, but now with Hyomei you can carry a health-giving climate in your vest pocket and by breathing it a few minutes four times a day cure yourself.

The Hyomei treatment is simple and easy to use. It destroys all catarrh germs in the air passages and enriches and purifies the blood with oxygen. When using Hyomei the air you breathe will seem like that on the mountains, high above the sea level.

A complete Hyomei outfit costs but \$1.00, extra bottles, 50c. If it does not give you satisfaction your money will be refunded. Use with no risk whatever in taking this reliable treatment.

Write us today for symptom blank and one of the best catarrh specialists will give you without charge personal advice and whatever prescriptions you may need. All druggists are authorized to refund the purchase price on Hyomei, should it fail to give satisfaction, but if your druggist will not refund, return the empty package and label to us, and we will comply with guarantee. The R. T. BOOTH CO., Buffalo, N. Y.

Credit for All Washington.

WANTED.

Boys with bicycles can obtain employment in our Messenger Department.

Apply to
Postal Telegraph
Cable Co.,
1345 Penna. Ave.

Peter Grogan,
817, 819, 821, 823 Seventh St.
Between H and I Sts.

American Cigar Co.'s
"Triangle A"
MERIT MARK

INSURES HONEST CIGAR VALUES

DELIVERY WAGONS.
—You can get any kind of a Delivery Wagon you want here at a moderate price. See our stock.

T. E. Young
Carriage 404-406 Pa. Ave. N.W.
Repository, Phone M. 27

CHAS. E. HODGKIN,
913 7th St. N.W.
Phone M. 2706.

Apple and Honey,
\$1
—An old-fashioned remedy for coughs, colds and bronchitis. Pleasant to take—decidedly effective.

TO-KALON
WINE CO.
514 14th St.
Phone M. 998.

PLITT,
Painter, Paperhanger,
1727 7th St. N.W.
Phone H. 4124.

Home Decorating.
—If there's Painting or Paperhanging to be done—secure the services of our specialists and you can get the work being executed in a thorough and artistic manner. Moderate charges.

Special at the A. & P. Stores.
Iowa, Peas, Special, per 7 1/2c.
Red Alaska.....10c.
Full Cream Cheese.....13c.
Congregational Coffee, 35c. lb.
Tea-Nectar Tea, 60c. lb.

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Red Alaska.....10c.
Full Cream Cheese.....13c.
Congregational Coffee, 35c. lb.
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Best for the teeth

SANITOL TOOTH POWDER

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Sanitol Tooth Powder

Sanitol Tooth Powder

Sanitol Tooth Powder

Sanitol Tooth Powder

Sanitol Tooth Powder

Highest Purity

Is our standard of Olive Oil. The oil that we handle has been tested by United States chemists' test, and found absolutely pure. We recommend it as a food and for salads. As a medicine it makes flesh and strength, keeps the bowels just right, and prevents colds. It's the best oil in use.

Evans' Drug Store,
922-924 F ST. N.W.
Full pt., 40c.; qt., 75c.

Thoroughly Reliable
Made by workmen whose lives have been spent in piano making; made of the best materials; money and time can buy.

STIEFF
PIANOS
1842 1906

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